

How are Tours Coordinated at MPPP?

We find it helpful if docents know how tours are coordinated at the Preserve. This document was put together so that you – the docent – understand how important your contribution is to the project, but also to answer questions many docents have had over time regarding *How Things Work*.

1. There are several types of tours available. Please take a moment to familiarize yourself with what members of the public see when they arrange tours through our website (<http://www.mesaprietapetroglyphs.org/visit-the-wells-petroglyph-preserve>). Review the **Docent Resource – Public Tour Confirmation Email** to view the information visitors receive after booking their tour. ALL TOURS are pre-booked through our online reservation system. Tours are no longer held on holidays, Sundays or Mondays.

The types of tours are as follows:

- a. **Public Tours** – Weekly public tours are held every Wednesday and Saturday. Each tour has 12 spots that often fill up. These are \$35 per person. To limit group size, these tours are limited to 8 until at least one docent signs up to lead them. Planning your docent schedule ahead helps ensure these days can be opened up to 12 and have plenty of time to fill up.
- b. **Private Tours** – For private parties that prefer a more personalized tour. They can choose any available date from the private tour calendar and request an alternate start time. Often private tours are repeat visitors who request to see specific trails they have not yet visited. Trails 7, 8 and 9 are available only to private tours and must be requested and approved by the Tour Coordinator ahead of time. These tours are \$200 at minimum for up to 4 people. \$50 per person after that. Private tours are limited to 8 people.
- c. **Group Tours** – This option is available for third party organizations such as hiking club trips or conference activities. Organizers reserve their tour with a \$200 deposit. The fee for group tours is \$35 per person.
- d. **Native American Tours** – Available free of charge.
- e. **Education Tours** – Available to New Mexico grade school through high school groups free of charge. Minimum age is 10.
- f. You won't see this on the website but there is also a tour we refer to internally as Staff or VIP. Sometimes Katherine, staff or board members will take potential donors or media personnel to the site. These tours do get listed on the Sign Up Genius but we do not solicit docents as they are arranged by whomever is bringing the potential donor to the site.

2. **Communications** - Tour inquiries should go to tours@mesaprietapetroglyphs.org. This is the account of the Tour Coordinator, Amanda Fox. You will receive calls for docents, important updates, docent news, and tour information for the tours that you sign up for on Sign Up Genius from this account. Check your email the day before your tour day. You will receive an email listing the reservation parties and the contact information. You will also be informed of any special circumstances regarding the tour. Occasionally, public tours do not fill up, and only one docent is needed. Tours are also occasionally canceled due to inclement weather. In case of tours cancellation, the visitors and the docents will be alerted before 7:30 am the day of the tour. Public tour reservations are open until 5 pm the day before the tour. You may not receive reservation information until after that time.
3. **Sign Up Genius** – All tours are entered into Sign Up Genius with corresponding slots of the number of docents needed, merchandise needed and available tag along spots depending on the tour. You will need to set up your own log-in account for Sign Up Genius in order to sign up for tours. If you have not already received an invitation to do so from Sign Up Genius, or you would like help with the process, email Amanda at tours@mesaprietapetroglyphs.org or come to the office for help (call us at 505-852-1351). We recommend bookmarking the Sign Up page for ease of access. When you sign up for a tour you have the option of adding that tour to a digital calendar if you use them. Sign Up Genius will also send you reminders. Be sure to check your spam folder if you think you are missing communications.
4. **Confirmation** - Once a visitor has completed the reservation process, they receive a confirmation email with a map to the Preserve attached. They also receive a text message the day before the tour as a reminder. See **Docent Resource – Public Tour Confirmation Email**
5. **Visitor Contact Info** –You will receive the reservation list the day before the tour via email. This list will have the name of the person who made the reservation along with the number in their party and contact phone numbers. Print or copy down this information to bring with you to the preserve. As parties sign in, tick off each reservation. Check that the sign-in sheet matches the reservation information to ensure that everybody has signed in. (If the Tour Coordinator is present, they will cover these duties). Please make a note on the Sign In Sheet if a member of a party did not attend or did not participate in the hike.
6. **No Show's and Late Arrivals** – Visitors are asked to arrive early, and generally they do. Sometimes they run late, and sometimes they don't show up at all. If you are missing one or more parties, about 5 minutes before the tour start time, a non-lead docent will call the party to see if they can assist them in reaching the preserve. If you cannot contact the party, and they do not show up by start time,

please call the office to alert them of the no show while the Lead Docent begins the Introduction. Conversely, if a late party is far enough behind to delay the tour, call the office to “pass them on” to the Tour Coordinator. Try to be as discreet as possible during this process so that the visitors who are present remain unaffected. (If the Tour Coordinator is present, they will handle late parties.)

7. **Cancellations**....in the past we did not have firm cancellation policies. Sometimes people would arrange a tour, and not prepay, and then fail to show up. This was hard on us as it cost us time in the office and wasted the time of the volunteer. Rebooking tours is expensive to the Project so we try to limit this possibility. We have firm cancellation policies in place at this time and if interested you can read them on the booking pages. Sometimes cancellations are necessary on the part of the visitor – in general they have 2 weeks to re-book a future date. On the part of the Project, the Tour Coordinator has final authority to cancel a tour for weather, trail conditions, or other unforeseen events such as road closures. The visitors and docents will be notified of any cancellations by 7:30 AM the morning of the tour.
8. **What happens after?** – In the office we only encounter the person who places the reservation. This is the only name and contact information that we have. As ambassador you are not only introducing visitors to the wonder that is the Preserve – you are also cultivating relationships with our future supporters. The information from the sign-in sheets that you send back to the office are entered into our donor database so that we may reach out to these new people during our two annual campaigns. This sign-in sheet also allows people to say they would like to receive our newsletter. The more people we add to our communications lists – the more word of our mission will spread. Periodically we have people send us a note to have them removed from one list or another – we are very responsive to this.
9. **Numbers** – Sign-in forms also allow us to carefully track the number of visitors to the Preserve. We keep track of numbers of children and adults to the Preserve. The Trails Use section of the sign-in sheet is used to track traffic on each trail. This data is entered into a spreadsheet, and the data is used for a variety of purposes including helping us plan for trails and site maintenance. Please take time to document trails use thoroughly, and to note how many children, if any, are present.
10. **Follow Up** – Some docents will send the office a quick email to let us know how the tour went. This is really appreciated, as it is hard for us to monitor the guest experience without hearing from you. Often, we receive very complimentary notes from visitors and we share that feedback with the docent who led the tour.

11. **Docents by Request** – Often visitors who have had a positive experience with a docent will reach out directly to that docent to see if they will take them on another tour. This is great. Whenever a docent agrees in advance to lead a tour just send us a note to Tours@mesaprietapetroglyphs.org. The visitor will still need to formally arrange the tour online. When they book the new tour, they can ask for their docent by name in the special requests section. CAVEAT – please do not promise to lead a tour on a specific date without first contacting the office to check that the date is not already booked.

MPPP_3-23-20